

ADV # _____ ADV. NAME POLI/B OBAMA/L/PRE/US
 ASY # _____ AGY. NAME GREER, MARGOLIS, MITCHELL
 3050 K ST NW,
 WASHINGTON, DC 20007

RFP. # _____ OFF. # _____ SALESMAN # _____
 BUYER NAME KATIE KEULEMAN
 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # _____ CONTRACT # 6312947
 CLASS: NATL. _____ LOCAL _____ REGIONAL _____

PRDCT OBAMA FOR AMERICA EST#1768 COMMENTS: (LINE, ORDER, INVOICE)
 E: 120912024

FLIGHT DATES SEP13/12 SEP17/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP12/12 13.40

REP: NEW ORDER
 TTL \$42,970 @48X
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007
 OBAMA FOR AMERICA

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$650.00	9/13	9/14	1		TH-F	1

AGENCY ADVERTISER CODE = 95
 AGENCY PRODUCT CODE = 101
 AGENCY EST# = 1768

PROGRAM : THE TONIGHT SHOW
 CON COM1: THE TONIGHT SHOW

SEP 12/12 13.40
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1100A-1200N	30		\$160.00	9/13	9/14	2		TH-F	2
PROGRAM : DAYTIME												
CON COM1: DAYTIME												
3			1237A-136A	30		\$200.00	9/13	9/14	2		TH-F	2
PROGRAM : LT NITE W/JIMMY FALLON												
CON COM1: LT NITE W/JIMMY FALLON												
4			1200N-100P	30		\$200.00	9/13	9/14	2		TH-F	2
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
5			200P-300P	30		\$250.00	9/13	9/14	2		TH-F	2
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
6			300P-400P	30		\$450.00	9/13	9/14	2		TH-F	2
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
7			400P-500P	30		\$600.00	9/13	9/14	2		TH-F	2
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
8			500A-530A	30		\$150.00	9/13	9/14	2		TH-F	2
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
9			500P-530P	30		\$900.00	9/13	9/14	2		TH-F	2
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
10			530A-600A	30		\$250.00	9/13	9/14	2		TH-F	2
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												

SEP 12/12 13.40
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$900.00	9/13	9/14	2		TH-F	2
12			600P-630P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,200.00	9/13	9/14	2		TH-F	2
13			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$700.00	9/13	9/14	2		TH-F	2
14			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$2,000.00	9/13	9/14	2		TH-F	2
15			700P-730P PROGRAM : NEWSCHANNEL 8 CON COM1: NEWSCHANNEL 8	30		\$1,000.00	9/13	9/14	2		TH-F	2
16			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/13	9/14	2		TH-F	2
17			730P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$1,000.00	9/13	9/14	2		TH-F	2
18			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	9/13	9/14	2		TH-F	2
19			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$3,000.00	9/14	9/14	1		FRI	1

SEP12/12 13.40
*** WTI,A-JV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
20			1000P-1100P PROGRAM : REVOLUTION CON COM1: REVOLUTION	30		\$3,600.00	9/17	9/17	1		MON	1
21			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$700.00	9/15	9/15	1		SAT	1
22			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT	30		\$650.00	9/15	9/15	1		SAT	1
23			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1: NEWSCHANNEL 8 SATURDAY	30		\$300.00	9/15	9/15	2		SAT	2
24			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/	30		\$750.00	9/16	9/16	1		SUN	1
25			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$5,000.00	9/16	9/16	1		SUN	1
26			800A-900A PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY	30		\$500.00	9/16	9/16	1		SUN	1
27			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$1,250.00	9/13	9/14	2		TH-F	2
28			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	9/17	9/17	1		MON	1

REP HEADLINE# 6312947
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP12/12 13.40
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

29			630P-700P	30		\$2,000.00	9/17	9/17	1		MON	1
----	--	--	-----------	----	--	------------	------	------	---	--	-----	---

PROGRAM : NBC NEWS
 CON COM1 : NBC NEWS

SEP/12 42970.00

CONTRACT TOTAL 42970.00
 TOTAL SPOTS 48

MARKET TOTALS \$85,575 WFLA 24% WFTS 16% WTSP 27% WTVT 21% WTOG 2% WTTA 2% WMOR 2%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES BASED ON ORIGINAL BUY AT LUR LEVEL. WTVT ESTIMATED, OTHER SHARES ACCURATE.

SVC- NSI
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 765 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 42970	Campaign Ref: E:120912024
Buyer:	Client/Product/Estimate: 95 /101 /1768	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12	Weeks: 2	Order Ref: 06312947
Est/PO Number: 06312947	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...TF..	03	650	30 Comme	Nbr of Spots 1		1	650
2	M-F 11a Daytime ...TF..	03	160	30 Comme	Nbr of Spots 2		2	320
3	M-F 1237a ET / 1137p CT Late Night ...TF..	03	200	30 Comme	Nbr of Spots 2		2	400
4	M-F 12p Today Show III ...TF..	03	200	30 Comme	Nbr of Spots 2		2	400
5	M-F 2p Rachael Ray ...TF..	03	250	30 Comme	Nbr of Spots 2		2	500
6	M-F 3p Doctors ...TF..	03	450	30 Comme	Nbr of Spots 2		2	900
7	M-F 4p Dr Oz ...TF..	03	600	30 Comme	Nbr of Spots 2		2	1200
8	M-F 5a News ...TF..	03	150	30 Comme	Nbr of Spots 2		2	300
9	M-F 5p News	03	900	30	Nbr of Spots 2		2	1800
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 765 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 42970	Campaign Ref: E:120912024
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1768	Sales Rep: HRP Washington, DC
Schedule Dates: 09/10/12 to 09/23/12	Weeks: 2	Order Ref: 06312947
Est./PO Number: 06312947	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
10	M-F 530a News ...TF..	03	250	30 Comme	2		2	500
11	M-F 530p News ...TF..	03	900	30 Comme	2		2	1800
12	M-F 6p News ...TF..	03	1200	30 Comme	2		2	2400
13	M-F 6a News ...TF..	03	700	30 Comme	2		2	1400
14	M-F 630p ET / 530p CT NBC Nightly News ...TF..	03	2000	30 Comme	2		2	4000
15	M-F 7p News ...TF..	03	1000	30 Comme	2		2	2000
16	M-F 7a Today Show ...TF..	03	900	30 Comme	2		2	1800
17	M-F 730p Entertainment Tonight ...TF..	03	1000	30 Comme	2		2	2000
18	M-F 9a Today Show II ...TF..	03	550	30 Comme	2		2	1100
19	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	1		1	3000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 765 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President
Buyer: Barack Obama/ D/ President
Schedule Dates: 09/10/12 to 09/23/12
Est./PO Number: 06312947
Associated Copies: No

Submission Cost: 42970
Client/Product/Estimate: 95 /101 /1768
Weeks: 2
Contract type: Political

Campaign Ref: E:120912024
Sales Rep: HRP Washington, DC
Order Ref: 06312947
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/10	09/17	Total	Cost
20	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme		1	1	3600
21	Sat 6p NewsS.	03	700	30 Comme		1	1	700
22	Sat 7p Entertainment TonightS.	03	650	30 Comme		1	1	650
23	Sat 9a NewsS.	03	300	30 Comme		2	2	600
24	Sun 6p NewsS	03	750	30 Comme		1	1	750
25	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme	1		1	5000
26	Sun 8a Today ShowS	03	500	30 Comme	1		1	500
27	M-Su 11p News ...TF..	03	1250	30 Comme		2	2	2500
28	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	200
29	M-F 630p ET / 530p CT NBC Nightly News M.....	03	2000	30 Comme		1	1	2000
Weekly Totals: Total Spots(Ord Spots)					45	3	48	

Grand Totals

		Month 9 Weeks: 5	
Totals		09/10	09/17
Spots	48		45
Cost	42970		37170
			3
			5800

Grand Totals:

Spots:	48
Gross Total:	42,970.00
Commission:	6,445.50
Net Total:	36,524.50